UNITED NATIONS

ECONOMIC AND SOCIAL COUNCIL

Distr.
GENERAL

E/CN.6/1993/8
13 January 1993

ORIGINAL: ENGLISH

COMMISSION ON THE STATUS OF WOMEN
Thirty-seventh session
Vienna, 17-26 March 1993
Item 6 of the provisional agenda*

PREPARATIONS FOR THE FOURTH WORLD CONFERENCE ON WOMEN: ACTION FOR EQUALITY, DEVELOPMENT AND PEACE

Report of the Secretary-General

CONTENTS

	Paragraphs	Page
INTRODUCTION	1-4	2
I. OBJECTIVES OF THE PUBLIC INFORMATION STRATEGY	5-9	2
II. ELEMENTS OF THE PUBLIC INFORMATION CAMPAIGN	10-13	3
III. ADDITIONAL RESOURCES NEEDED	14-15	6
IV. NATIONAL INFORMATION CAMPAIGNS	16	7
V. PREPARATIONS UNDER WAY	17-24	7

Annexes

I. Suggested guidelines for national information campaigns	9
II. United Nations information centres and information services	11

*E/CN.6/1993/1.

INTRODUCTION

1. At its thirty-sixth session, the Commission on the Status of Women, acting as the preparatory body for the Fourth World Conference on Women: Action for Equality, Development and Peace, adopted resolution 36/8 B, 1/ entitled "Preparations for the Fourth World Conference on Women: Action for Equality, Development and Peace: Preparatory process", in which it requested the Secretary-General to plan and implement an information campaign for the Conference. It also recommended that a public information strategy be designed using information mechanisms that would reach the greatest number of people and would be based on the conference themes, in particular those related to development.

2. The Commission further requested the Secretary-General to plan and implement an information campaign and to issue a new bulletin entitled Conference 95 twice a year, in all the official languages, to disseminate information on preparatory activities for the Conference.

3. The Secretary-General was also asked to provide Governments with a concise set of guidelines for public information campaigns at the national level and with periodic information packages that could be made available to national mass media and non-governmental organizations.

4. In addition, the Commission requested the Secretary-General to report to the Commission at its thirty-seventh session on the planning and implementation of the complete information campaign, including its priorities and resource needs. The following report is submitted in response to that request.

I. OBJECTIVES OF THE PUBLIC INFORMATION STRATEGY

5. The Department of Public Information of the United Nations Secretariat has designed a public information strategy for the World Conference to publicize the purpose and objectives of the Conference. Its purpose is to enhance public awareness of the major obstacles to the advancement of women with a view to engendering renewed political commitment to full implementation of the Nairobi Forward-looking Strategies for the Advancement of Women to the Year 2000. 2/ The goals and action-oriented guidelines to be contained in the platform of action proposed for adoption by the Conference will also be publicized.

6. The campaign for executing public information strategy will provide information on the preparatory activities leading up to the Conference and help to create an awareness of the significance of the Conference and of the United Nations work for women. It will also relate the Conference and its agenda to issues being dealt with by other United Nations meetings, including the World Conference on Human Rights, the World Summit for Social Development, the International Conference on Population and Development, and the follow-up to the United Nations Conference on Environment and Development. The work of the Committee on the Elimination of Discrimination against Women and relevant expert group meetings will also be included, as will events and observances sponsored by the United Nations, such as the International Year for the World's Indigenous People, International Women's Day, the International Day for the Eradication of Poverty and the fiftieth anniversary of the Organization. (See paragraph 23 below.)

7. The information campaign will be targeted mainly at the following audiences: the media, government officials and parliamentarians, non-governmental organizations (in particular those involved in women's issues), educational institutions and secondary school students. It will reach men as well as women; the grass roots as well as Governments; the young as well as the old. Emphasis will be placed on reaching mass audiences through the use of television, radio and the major print media.

8. With a view to providing consistency and to sharing resources, the campaign will be executed in coordination with the organizations and specialized agencies of the United Nations system, including the United Nations information centres and services and the field offices of the specialized agencies.

9. Governments, national focal points on women, regional organizations, international non-governmental organizations and others working with women's issues will be encouraged to redisseminate in their own newsletters and other publications the material produced as a part of the information campaign.

II. ELEMENTS OF THE PUBLIC INFORMATION CAMPAIGN

10. The information campaign for the World Conference, to be carried out by the Department of Public Information in collaboration with the Division for the Advancement of Women of the United Nations Office at Vienna/Centre for Social Development and Humanitarian Affairs, of the United Nations Secretariat, will comprise information products for dissemination in various formats (print, film, radio and television) as well as other promotional activities. The programme of activities described below is being proposed as part of the programme budget for the biennium 1994-1995. These activities will be complemented by the regular, ongoing activities of the Department, such as radio, television, photographic and press coverage of all United Nations intergovernmental meetings on women; the radio programme "Women", which is distributed weekly in English, and bi-weekly in Arabic, French and Spanish to broadcasters worldwide; media liaison and public outreach concerning the work of the United Nations for women; regular non-governmental organization and media briefings on women's issues; and the inclusion of information on preparations for the Conference in all the Department's regularly produced radio, television and print material.

11. The main elements of the proposed campaign were outlined in the statement of programme budget implications submitted to the Economic and Social Council at its substantive session of 1992 (E/1992/24/Add.2, annex III). In that statement, details were given of the proposed information activities. It is expected that some of these (ibid., para. 5), will be absorbed as part of the ongoing programme of work of the Department and that it will be necessary to consider requesting additional resources for others in the context of the programme budget for 1994-1995 (ibid., para. 4). These information activities are as follows:

(a) A pre-Conference illustrated brochure in the six official languages on the aims and objectives of the Conference;

(b) A multi-colour poster to be produced in the six official languages and a series of print public service announcements, based on the poster design, for use in magazines and newspapers. The poster will be distributed through United Nations information centres and services and field offices of the

United Nations system for use by non-governmental organizations, educational institutions and the general public. The public service announcements will be published free on a space-available basis in international and regional print media;

(c) A press information kit on the global situation of women, the major obstacles to their advancement, the United Nations work for women and the preparatory activities for the Conference, to be produced in English, French and Spanish. It will be aimed mainly at a select list of media organizations worldwide and selected non-governmental organizations;

(d) An updated edition of Women: Challenges to the Year 2000, 3/ which gives a global assessment of the status of women in six thematic areas and what needs to be done to reach equality in these areas by the end of the century. To be produced in English, French and Spanish;

(e) A series of press releases, feature articles, fact sheets and background notes to be issued periodically in English, French and Spanish, aimed primarily at the mass media, to cover in greater detail the priority themes on women as established by the Commission on the Status of Women and preparations for the Conference;

(f) Promotion and launching of the major publications for the Conference, such as the updates of the World Survey on the Role of Women in Development and of The World's Women, 1970-1990: Trends and Statistics, 4/ to generate interest and familiarity with the issues among the media and non-governmental organizations. These activities would take place at Headquarters and at selected field offices;

(g) Media liaison, radio and press coverage of the five regional preparatory meetings for the Conference, which would be attended by one information officer from the Department and for which one local journalist would be hired;

(h) Production of a half-hour documentary film on a selected issue related to the Conference, for distribution to television and non-theatrical release in the six official languages;

(i) Two or more half-hour programmes in the television series World Chronicle, consisting of interviews with leading personalities concerned with United Nations work for women and the preparations for the Conference;

(j) Production of a student leaflet in English, French and Spanish on the issues before the Conference, aimed at primary school students;

(k) Production of an educational video and teaching guide in English, French and Spanish, aimed at secondary school students;

(l) Reprints of the two basic documents on women: the Convention on the Elimination of All Forms of Discrimination against Women (General Assembly resolution 34/180) and the Nairobi Forward-looking Strategies for the Advancement of Women, 2/ in the six official languages;

(m) The following elements are designed to assist Governments, United Nations information centres and services and regional organizations in implementing public information campaigns at the national and regional levels:

(i) Funds to help the United Nations information centres and services to issue, in local languages, selected publications produced as part of the public information campaign for the Conference, including the pre-Conference brochure, feature articles, fact sheets, background notes and the student leaflet;

(ii) Regional projects tc publicize and explain the Conference to journalists, non-governmental organizations and university or school audiences, to be undertaken by selected United Nations information centres. Such projects, which would be part of the national or regional information campaigns, could include journalist round tables, press conferences and seminars; symposia or conferences for non-governmental organizations; coproductions with regional media of newspaper supplements, radio and television spots, call-in programmes, docu-dramas and cartoons; productions of material for schools, such as information kits and the holding of competitions, including essay contests; and exhibits. Nine such proposals would be chosen in different regions, and the information centres would seek local partnership to co-fund the projects;

(iii) A series of special radio feature documentaries, within the "Women" radio series, in the six official languages and selected local languages;

(iv) Four segments of the television programme UN in Action, to be produced for use on the Cable News Network (CNN) weekly programme World Report, which is seen in 90 countries. These items will be distributed to additional broadcasters worldwide in the six official languages;

(v) Adaptations to six non-official languages of three United Nations Television video programmes provided to information centres;

(vi) Fellowships to be provided for 20 journalists from developing countries to attend a two-day pre-Conference "journalists' encounter" and the Conference itself, in order to be briefed on the main issues on the agenda. The encounter would also be open to all journalists accredited to the Conference;

(vii) A regional seminar, to be undertaken in conjunction with one of the 1994 regional preparatory meetings, on the effects of sex stereotyping in the media, and the production of a regional handbook on ways to avoid sex stereo-typing in the media, for use by Governments, non-governmental organizations and the media. Mandated in the proposed system-wide medium-term plan on women and development for the period 1990-1995 (E/1987/52), the seminar will be aimed at selected academics, activists in women's issues and media representatives, including editors, journalists and publishers.

12. The Department has also proposed a number of public information activities for implementation by members of the Joint United Nations Information Committee (JUNIC) (see JUNIC/1992/17). They include the following:

(a) Production of a major interagency exhibit on women for display at the Conference site;

(b) Production of a brochure highlighting the activities of the United Nations system relating to women in the biennum 1994-1995 and containing descriptions of each agency's work for women (for release on International Women's Day, 8 March 1994, in English, French and Spanish);

(c) Production of an interagency information kit containing a selection of material on the United Nations work for women, contributed by members of JUNIC.

13. Conference coverage by the Department of Public Information for major United Nations conferences includes the issuance of daily press releases, media accreditation and liaison, press briefings, radio, photo and television coverage and related activities. Estimated requirements for the World Conference coverage have been based on the assumption that the Conference will meet for 10 working days and that a plenary and two committees will meet simultaneously for a total of six meetings daily, with press coverage in English and French only. On the basis of the Department's workload standards for major conferences, the resource requirements for the Conference, meeting at Vienna, are estimated at 30 staff members. The host country will have to defray the difference in costs (additional staff, travel and subsistence allowance) in accordance with established procedures. Should the host country require coverage in additional languages, it would have to bear those costs as well.

III. ADDITIONAL RESOURCES NEEDED

14. Subject to the availability of extrabudgetary resources (see paragraph 11 above), additional elements in the campaign would include the following:

(a) The design and production of a series of 15-inch, 30-inch and 60-inch television public service announcements for placement with national and international broadcasters. Production costs are estimated at $25,000, with an additional $8,500 for distribution;

(b) The provision of camera-ready materials (namely ready for printing) such as news-letter or press release mastheads using the Conference logo design, and the typeset text of the pre-Conference brochure or other print material, to assist Governments in their own national campaigns. The cost for this would depend on the number of camera-ready copies required but is estimated at around $50,000;

(c) Copies of radio and television programmes to be made available to national broadcasters with scripts in the official languages and international soundtracks, for adaptation into and narration in local languages.

15. A series of black-and-white and colour photographs and transparencies of women engaged in various activities, taken in various countries, would greatly enhance the press kits sent to media and other organizations, as visual accompaniments to the stories. The compilation of new, original photographs would require hiring local photographers in the various regions, beginning in 1994. The series could be amplified with selections from the photo libraries of the United Nations Children's Fund, the United Nations Development Programme, the United Nations Development Fund for Women, the United Nations Population Fund,

the United Nations Educational, Scientific and Cultural Organization and other United Nations agencies, as well as non-governmental organizations. The Department plans to propose the series as a joint project to be carried out by JUNIC. Additional resources would be required for the hiring of local photographers and their travel and subsistence costs within the region.

IV. NATIONAL INFORMATION CAMPAIGNS

16. Regarding the Commission's request that Governments be provided with public information campaign guidelines and with periodic information packages, many of the campaign activities proposed above can be adapted for use at the national or regional levels. Subject to the availability of extrabudgetary resources (see paragraph 11 above), the following assistance could be provided:

(a) Through its information centres and services based in 67 countries, the Department could assist Governments in drawing up their own strategies and campaign guidelines. A basic guideline is attached as annex I;

(b) The Department would encourage Governments to reproduce and distribute any or all of the material provided by the United Nations. With additional resources (see paragraph 14, subparagraph (b), above), the Department could provide glossy, camera-ready logo sheets and designs for press releases in the six official languages, and other material typeset and ready for printing;

(c) The United Nations information centres, which are the most direct and in some ways most crucial focal points in promoting any conference at the national and regional levels (for a list of the centres, see annex II), could provide Governments and others with information material on the Conference in local languages, and could work with them on other projects to publicize the Conference;

(d) Members of JUNIC could distribute material through their field offices at the national and regional levels and will develop projects to help publicize the Conference's aims and objectives.

V. PREPARATIONS UNDER WAY

17. A focal point within the Communications and Project Management Division of the Department has been identified to coordinate the campaign and to serve as a liaison with the rest of the United Nations system and with the relevant non-governmental organizations. She participates regularly in meetings of the Non-Governmental Organization Committee on the Status of Women, which is planning the parallel NGO Forum, and in meetings of the interagency working group already established by the Department in New York. The purpose of this group is to encourage individual, joint and system-wide information activities, within the framework of JUNIC (see paragraph 12 above).

18. The dove logo, long identified with United Nations work for women, has been chosen as the Conference logo. An identifiable format is being designed with the dove logo, for use on all public information print and visual materials published as part of the campaign.

19. The first materials, to be produced in 1993, include a Conference fact sheet, in English, French and Spanish, to be distributed to the media and non-governmental organizations; feature articles; the brochure; and the poster. Most of the others will follow in 1994.

20. A series of United Nations Focus articles in English, French and Spanish have been produced or are now being produced, many of them as part of the information campaigns for other United Nations conferences and meetings (see paragraph 6 above). These include: "Traditional practices affecting the health of women and children" (DPI/1188); "Women and environment: partners for life" (DPI/1190); "Changing the status quo: the United Nations work for women" (DPI/1191); "Human rights and the family" (DPI/1203); "UNCED focus on women" (DPI/1204) (English only); "Women and sustainable development" (DPI/1243); "Ageing, disability and gender" (DPI/1252); "The girl child" (DPI/1284); "Women's NGOs" (DPI/1311); "Women's rights: human rights" (DPI/1327).

21. A press kit on the Secretary-General of the Conference, Gertrude Mongella (United Republic of Tanzania), will be produced early in 1993. This will contain a black-and-white photograph, a brief biography in narrative form, a summary of the agenda for the Conference and a feature article on women in public life, highlighting Ms. Mongella's participation in decision-making at the national, regional and international levels.

22. The Department is holding consultations with publishers, photographers, film makers, authors and others on possible co-productions or other joint ventures and will continue to encourage the production of material by outside organizations and individuals that will further publicize the Conference.

23. The Division for the Advancement of Women will continue to produce its recurrent publication Women 2000 four times a year in English, French and Spanish. Each issue will concentrate on substantive issues based generally on the priority themes.

24. Starting in 1993, the Division for the Advancement of Women will produce the new publication Conference 95 twice a year up to 1995 inclusive. This publication will contain information on preparatory activities of which the Conference secretariat has been apprised. The proposed recurrent headings are: Secretariat news; The host country; the United Nations system; National activities; and Non-governmental organizations. The cover design will include the logo being designed by the Department of Public Information for use on all information materials pertaining to the Conference.

Notes

1/ Official Records of the Economic and Social Council, 1992, Supplement No. 4 (E/1992/24), chap. I, sect. C.

2/ Report of the World Conference to Review and Appraise the Achievements of the United Nations Decade for Women: Equality, Development and Peace, Nairobi, 15-26 July 1985 (United Nations publication, Sales No. E.85.IV.10), chap. I, sect. A.

3/ United Nations publication, Sales No. E.91.I.21.

4/ United Nations publication, Sales No. E.90.XVII.3.

Annex I

SUGGESTED GUIDELINES FOR NATIONAL INFORMATION CAMPAIGNS

1. Define the campaign's objectives. These may include: (a) informing the media and the public at large about the Conference and women's issues at the national, regional or international levels, and about action under way at the government level to promote the advancement of women; and (b) endeavouring to change attitudes and behaviour with respect to some of those issues.

2. Define the target audience(s) and which communication media will reach them most easily. For example, in some countries radio is more accessible than television. In other countries, newspapers are the main source of information. In some countries, billboards are widely used.

3. Adapt your objectives to your audiences accordingly.

4. Do the preliminary research. Assess how much is already known about women's issues in general and about the United Nations' work for women by your target audience. Identify the main concerns of women in your country. Identify what data on the national level are already available that deal with those concerns.

5. Set a strategy for reaching the objectives, including the specific activities and themes that will reach the various audiences. Ensure that the activities and themes are consistent with the overall objectives and concerns of the Conference itself. Put them in order of priority according to the resources available.

6. Assess your organization's resources and those available from other sources, including the United Nations. Identify what forms of communication are available to you for reaching the print media, broadcast media and public at large. If the use of computers, electronic mail or facsimile is an option, decide how they can best be used.

7. Do the preliminary planning, including a plan of action, organizational chart or staffing table and timetable for implementation. Plan backwards - that is, start from the date of the Conference and determine the timing required to get everything done. Find out which national media will accept public service announcements. Get in touch with universities, research institutes, foundations, non-governmental organizations, media companies, advertising agencies and other corporations; they may be able to put significant financial and human resources, as well as research findings, at your disposal. Decide which activities are best suited to conveying your message. If special events are to be considered, decide where, when, with whom, and at what cost they will be undertaken.

8. Draw up a budget that takes into account the costs and time involved in producing materials in local languages, if necessary or desired. Decide which materials of use to your specific campaign can be obtained from the United Nations information centres or services, as well as from United Nations Headquarters and the United Nations Office at Vienna. Calculate the costs of disseminating these materials.

9. Communicate regularly with other countries in your region and with the United Nations system; share your ideas and compare your campaigns.

10. Once implementation has begun, evaluate the campaign on a regular basis to determine whether it is actually meeting the objectives.

11. Conduct follow-up after the Conference, including stories about its outcome and compiling press clippings and television/radio tapes from the national media.

Annex II

UNITED NATIONS INFORMATION CENTRES AND INFORMATION SERVICES

Accra, Ghana
Addis Ababa, Ethiopia
Algiers, Algeria
Ankara, Turkey
Antananarivo, Madagascar
Asunción, Paraguay
Athens, Greece
Baghdad, Iraq
Bangkok, Thailand
Beirut, Lebanon
Brazzaville, Congo
Brussels, Belgium
Bucharest, Romania
Buenos Aires, Argentina
Bujumbura, Burundi
Cairo, Egypt
Colombo, Sri Lanka
Copenhagen, Denmark
Dakar, Senegal
Dar-es-Salaam, United Republic of Tanzania
Dhaka, Bangladesh
Geneva, Switzerland
Harare, Zimbabwe
Islamabad, Pakistan
Jakarta, Indonesia
Kabul, Afghanistan
Kathmandu, Nepal
Khartoum, Sudan
Kinshasa, Zaire
Lagos, Nigeria
La Paz, Bolivia
Lima, Peru
Lisbon, Portugal
Lome, Togo
London, United Kingdom of Great Britain and Northern Ireland
Lusaka, Zambia
Madrid, Spain
Managua, Nicaragua
Manama, Bahrain
Manila, Philippines
Maseru, Lesotho
Mexico City, Mexico
Monrovia, Liberia
Moscow, Russian Federation
Nairobi, Kenya
New Delhi, India
Ouagadougou, Burkina Faso
Panama City, Panama
Paris, France
Port of Spain, Trinidad and Tobago
Prague, Czech Republic
Rabat, Morocco
Rio de Janeiro, Brazil
Rome, Italy
San Salvador, El Salvador
Santa Fé de Bogotá, Colombia
Santiago, Chile
Sydney, Australia
Tehran, Islamic Republic of Iran
Tokyo, Japan
Tripoli, Libyan Arab Jamahiriya
Tunis, Tunisia
Vienna, Austria
Washington, D.C., United States of America
Yangon, Myanmar
Yaoundé, Cameroon